



Express Mail Label No.: EV 304 884 296 US
Docket No.: 5218.00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named	
Inventor	: CRISTOFALO
Appln. No.	: 09/852,229
Filed	: May 8, 2001
Title	: TECHNIQUE FOR OPTIMIZING THE DELIVERY OF ADVERTISEMENTS AND OTHER PROGRAMMING SEGMENTS BY MAKING BANDWIDTH TRADEOFFS

Group Art Unit: 2611
Examiner:
Andrew I. FAILE

ASSOCIATE POWER OF ATTORNEY
(37 CFR 1.34)
(For Representation Related To A Patent Application)

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Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

NOV 03 2003

Technology Center 2600

Sir:

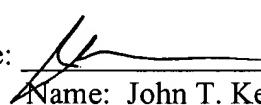
In the above-referenced patent application, please recognize **Scott W. Doyle**, Registration No. **39,176**, as Associate Attorney in this application to prosecute the patent application identified above and to transact all business in the Patent and Trademark Office connected therewith, including full power of association, substitution, and revocation.

Please direct all telephone calls to: **Scott W. Doyle** at **(703) 760-7721**.

Please send all correspondence to **Customer No. 25227**, at the address corresponding thereto, currently:

Morrison & Foerster LLP
1650 Tysons Boulevard, Suite 300
McLean, VA 22102

Dated: 10/28/03

Signature: 

Name: John T. Kennedy
Reg. No.: 42,717



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**REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT
AND CHANGE OF ATTORNEY'S ADDRESS IN APPLICATION**
(37 CFR 1.36 and 37 CFR 1.8(a))

Commissioner for Patents
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Alexandria, VA 22313-1450

Sir:

I hereby apply to withdraw as attorney or agent for the above-identified patent application since the Assignee for this patent application has requested transfer of the files.

Please change the correspondence address and direct all future correspondence to:

Customer No. 25227,
at the address corresponding thereto, currently:

Morrison & Foerster LLP
1650 Tysons Boulevard, Suite 300
McLean, VA 22102

Please direct all telephone calls to: **Scott W. Doyle at (703) 760-7721.**

This request is made on behalf of myself and all the attorneys of record. This request is enclosed in triplicate.

Dated: 10/28/03

Signature:
John T. Kennedy
Reg. No. 42,717

10-30-03

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TC 2600

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Group Art Unit: 2611

Filed : May 8, 2001

Examiner:
Andrew I. FAILETitle : TECHNIQUE FOR OPTIMIZING THE
DELIVERY OF ADVERTISEMENTS AND
OTHER PROGRAMMING SEGMENTS
BY MAKING BANDWIDTH TRADEOFFS**CERTIFICATE OF MAILING BY EXPRESS MAIL****RECEIVED**

Commissioner for Patents

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Alexandria, VA 22313-1450

Technology Center 2600

Sir:

The undersigned hereby certifies that the attached: ASSOCIATE POWER OF ATTORNEY, REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF ATTORNEY'S ADDRESS IN APPLICATION, RETURN ACKNOWLEDGEMENT POSTCARD, and this CERTIFICATE OF MAILING BY EXPRESS MAIL, all relating to the above application were deposited as "Express Mail", Mailing Label No. EV 304 884 296 US with the United States Postal Service, addressed to Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on October 28, 2003.

10/28/2003
DateJanet Labis
Mailer